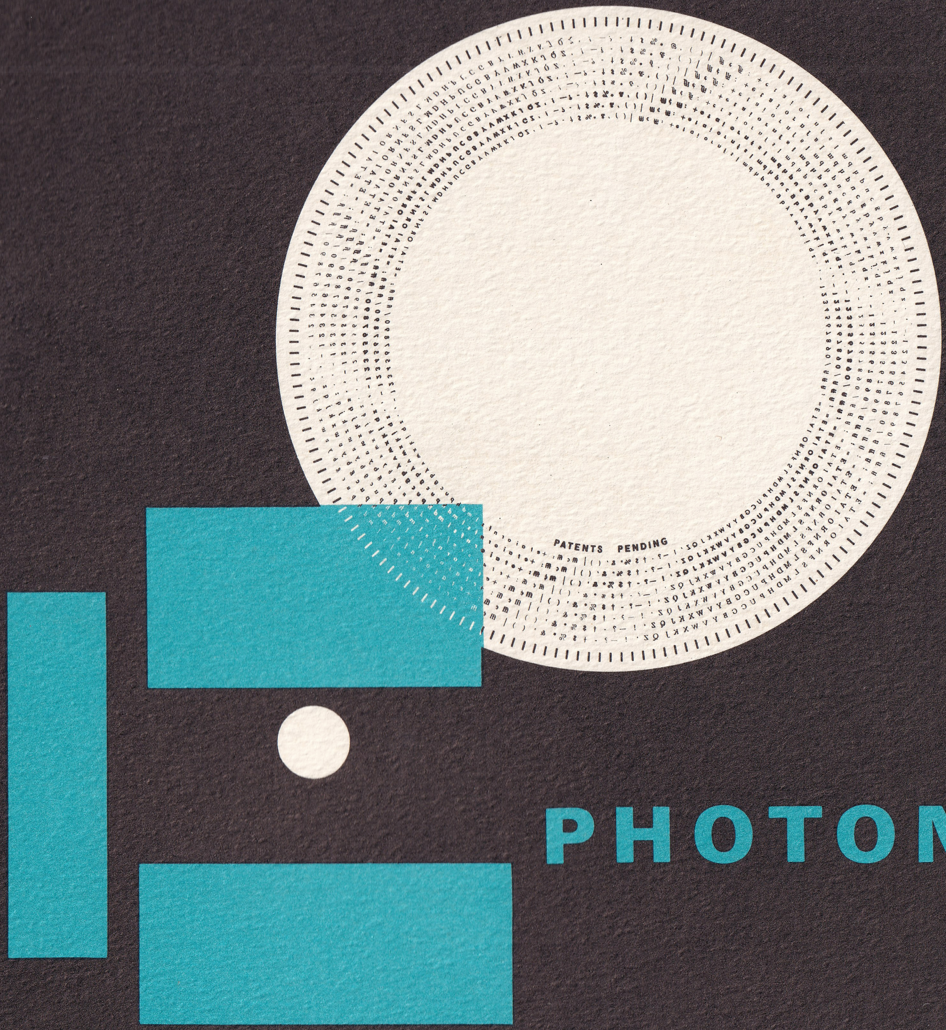
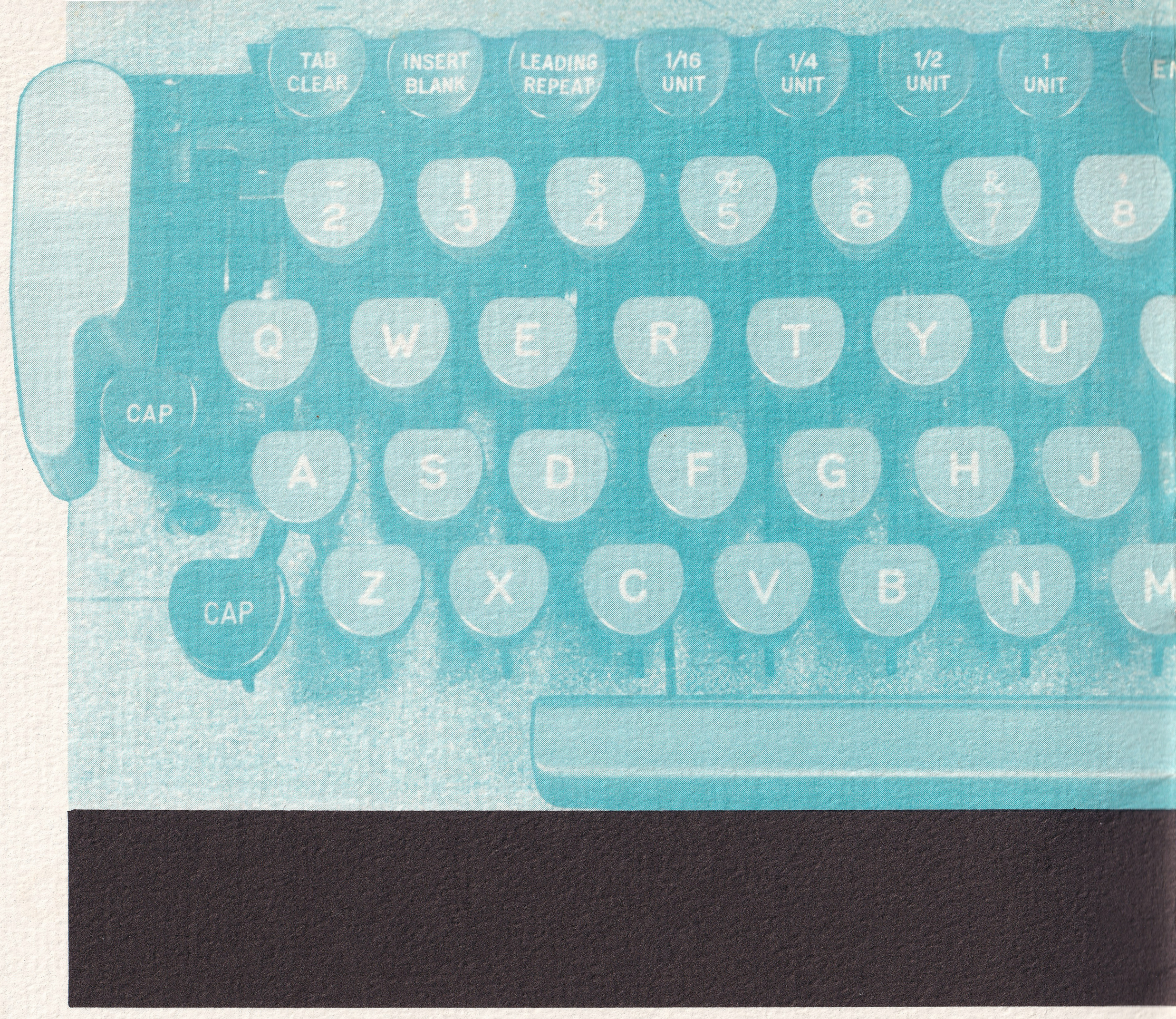
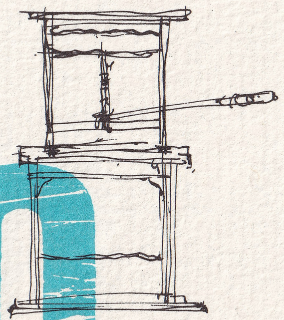


PHOTON

new dimensions in type composition



more than

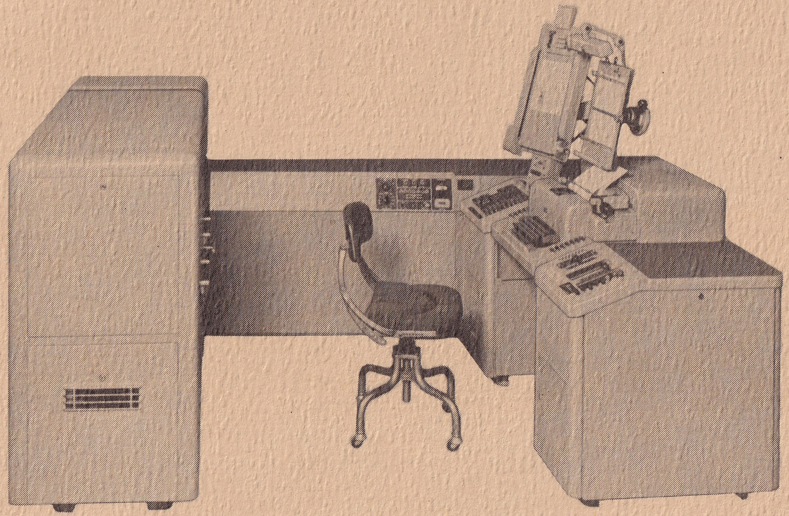


500 years ago,

Johannes Gutenberg invented movable type. That was *typesetting* and it was a memorable achievement.

Late in the 19th century, a machine was invented for setting lines of type. *Linesetting* was a notable advance.

Today, modern science has been brought to bear on the requirements of the printing craft to provide a superior, infinitely more versatile and more economical method of composition. Through a unique photographic process, Photon makes it possible to produce not just single characters, not just characters along a line, but complete formats of complex typography directly from the keyboard.

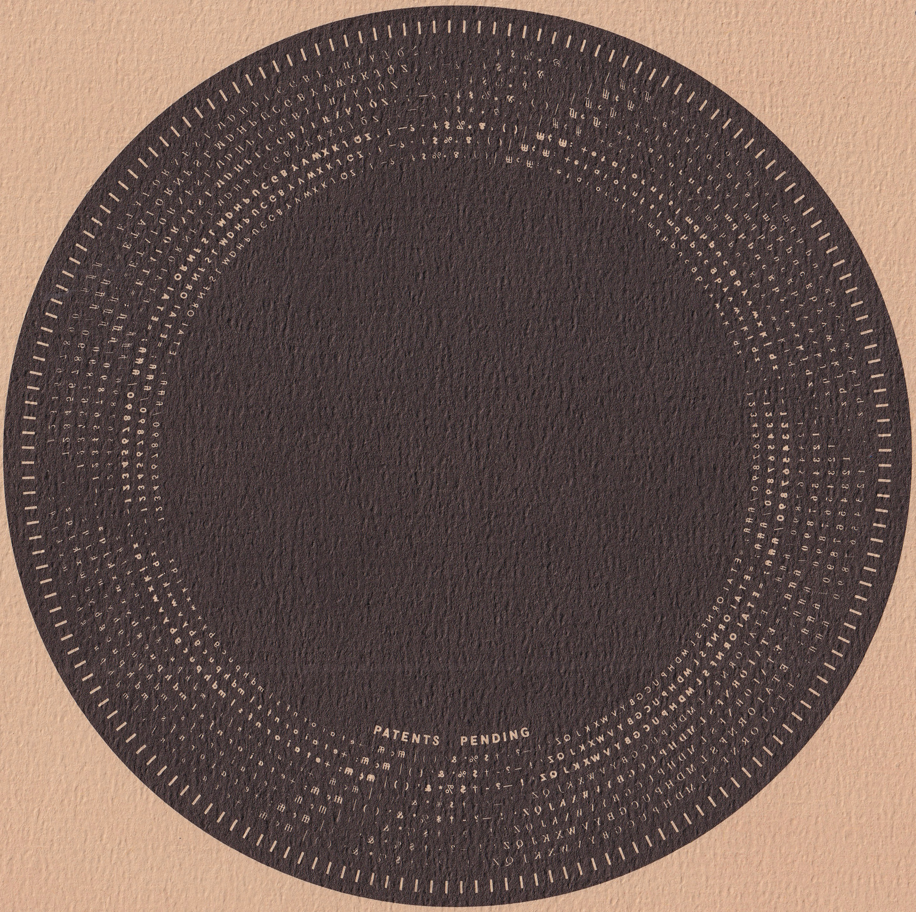


more than typesetting,

more than linesetting,

PHOTON is area composition

The controls illustrated in this booklet give the Photon operator complete command over every element required in *area composition*. Every type style or size needed for any composition job can be mixed at will and every useful spacing or positioning function are instantly available to the operator in a single work area. *Photon makes composition easy*.

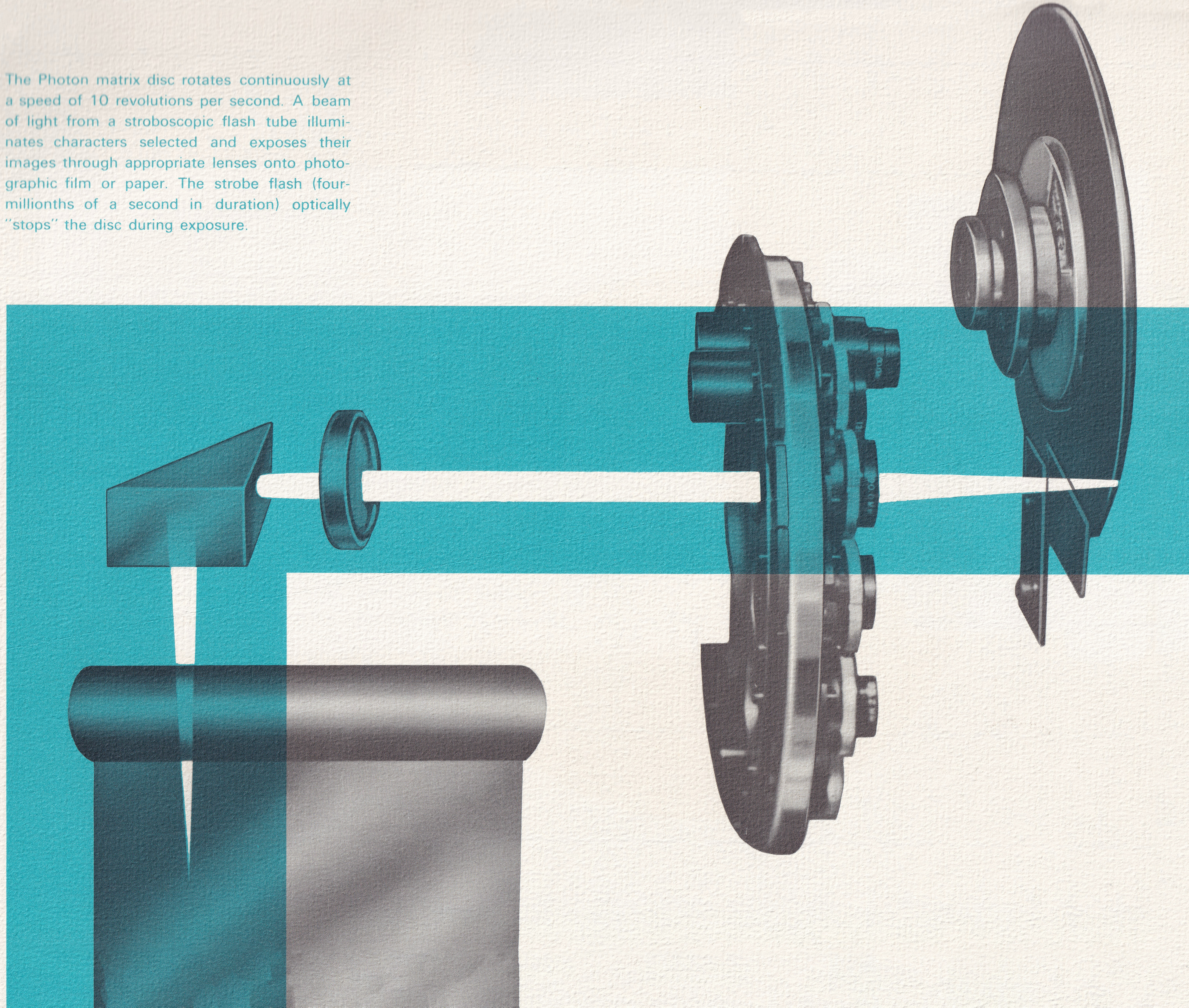


The Photon matrix disc

Characters to be photographed are selected at the keyboard in the style and size desired. Lines are justified, quadded left or right or centered automatically. Since any style and size of type can be placed directly from the keyboard in precise horizontal or vertical location on the photographic material, true *area* composition is possible — at full keyboarding speed.

The Photon matrix disc contains sixteen complete 90-character alphabets in negative form. These sixteen type styles combined with at least twelve lens sizes mean that a minimum of 192 fonts of type are available from a single disc—a total of 17,280 or more characters in all.

The Photon matrix disc rotates continuously at a speed of 10 revolutions per second. A beam of light from a stroboscopic flash tube illuminates characters selected and exposes their images through appropriate lenses onto photographic film or paper. The strobe flash (four-millionths of a second in duration) optically "stops" the disc during exposure.



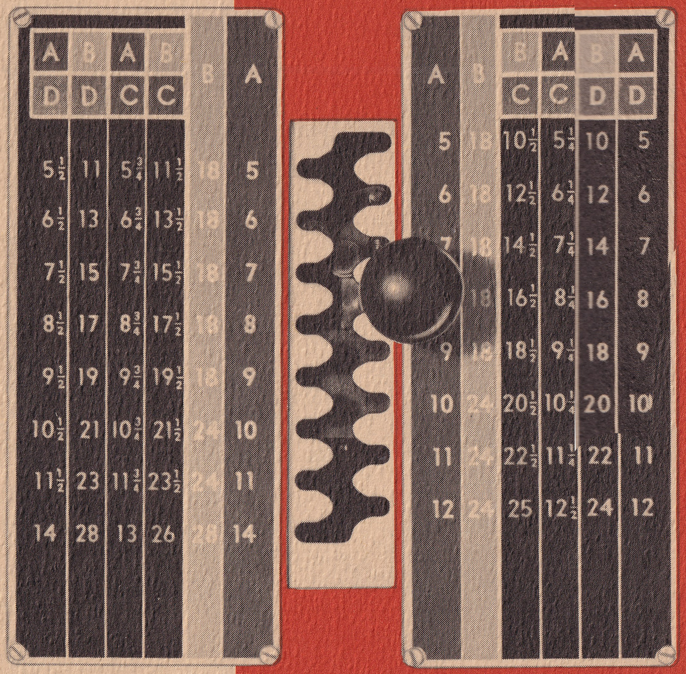
Extraordinary type diversity

Baskerville Bold	**Sixteen type styles from a single disc.**
Baskerville Bold Italic	***Sixteen type styles from a single disc.***
Baskerville	Sixteen type styles from a single disc.
Baskerville Italic	*Sixteen type styles from a single disc.*
Times New Roman	Sixteen type styles from a single disc.
Times New Italic	*Sixteen type styles from a single disc.*
Times Bold	**Sixteen type styles from a single disc.**
News Gothic Condensed	Sixteen type styles from a single disc.
Stymie Medium	Sixteen type styles from a single disc.
Granite	Sixteen type styles from a single disc.
Granite Italic	*Sixteen type styles from a single disc.*
Techno Bold Condensed	**Sixteen type styles from a single disc.**
Techno Medium	Sixteen type styles from a single disc.
Techno Medium Italic	*Sixteen type styles from a single disc.*
Techno Bold	**Sixteen type styles from a single disc.**
Techno Extrabold	**Sixteen type styles from a single disc.**

The STYLE SELECTOR LEVER is used to select any of the sixteen families or styles of type on the matrix disc. Since each disc contains sixteen complete 90-character alphabets, selection can be made from among a total of 1440 different basic characters. Discs are made up to each customer's individual requirements

A nameplate is supplied with each matrix disc showing the 16 type styles available on that particular disc.

at least 192 fonts from a single disc



The SIZE SELECTOR LEVER is used to select the lens and set-width desired. Size range is from 5 pt. to 72 pt. By making use of slip-in lenses, one machine can produce 20 or more different sizes of type, including custom sizes for special purposes.

6 pt. Each style can be produced in 12 or more sizes

8 pt. Each style can be produced in 12 or more sizes

10 pt. Each style can be produced in 12 or more sizes

12 pt. Each style can be produced in 12 or more sizes

14 pt. Each style can be produced in 12 or more sizes

18 pt. Each style can be produced in 12 or more sizes

24 pt. Each style can be produced in 12 or mo

28 pt. Each style can be produced in 12 or

36 pt. Each style can be produced

48 pt. Each style can be pro

60 pt. Each style can be

72 pt. Each style can

UNLIMITED MIXING OF STYLES AND SIZES IN THE SAME LINE

Photon has the only keyboard which permits complete freedom in mixing type styles and sizes within a given line. Different fonts can be mixed at will and at full keyboarding speed without affecting justification or alignment.

This exclusive feature is made possible by Photon's built-in computer which calculates the space required in the line by each character in terms of fixed units of space or "fundamental width elements." Every character in a given alphabet is assigned one of twenty-four width values which, when multiplied by the point size or "set", determines the number of units of space it occupies. One unit is 1/640".

Every *family*, size or style available ***at the operator's*** keyboard may be placed in the line being ***composed.*** Not only can *type styles* **be mixed within a line,** but point sizes and families **may also be mixed** without interfering *with justification or* alignment.

Automatic centering, quadding

When the CENTER button is pressed, whatever has been keyboarded will be photographed and centered on the pre-set line length. This is accomplished automatically, irrespective of differences in type styles or sizes within the line or from one line to another.

A word
or group of words
is **centered** automatically
by
simply pushing a button.

The FLUSH RIGHT button automatically quads right, in selected line length, whatever has been keyboarded. The CENTER, FLUSH RIGHT and FLUSH LEFT buttons are used instead of the JUSTIFICATION key for this type of composition.

A word
or group of words
is set **flush right**
by
simply pushing a button.

The FLUSH LEFT button automatically produces non-justified (quad left) lines. This control is used when within justification range and justification is not desired. (If a line is not within justification range, it is automatically sent flush left.)

A word
or group of words
is set **flush left**
by
simply pushing a button.

Automatic justification

Justification is entirely automatic. The operator merely touches the JUSTIFICATION (Carriage Return) key at the end of each line. The first example shows how justifying space is automatically added between the words as the line length is increased.

The second example shows, that when letter-spacing in addition to interword spacing is required, it can be put in automatically and is distributed evenly throughout the entire line.

Justification is entirely automatic with Photon. The operator merely touches the JUSTIFICATION key at the end of each line.

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JUSTIFICATION IS ENTIRELY AUTOMATIC

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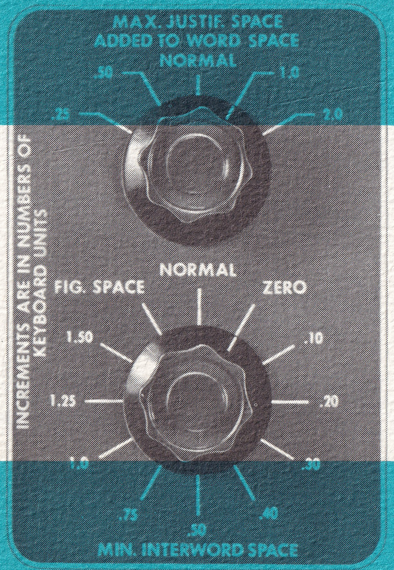
JUSTIFICATION IS ENTIRELY AUTOMATIC

Extra control over "tight" and "loose" lines



Photon has unique controls to meet copy-fitting problems which arise from time to time in all composition. It is possible to "stretch" or "squeeze" a line very quickly with Photon thus saving tedious hand work that might otherwise be necessary.

The top dial allows the operator to use other than normal justifying space—the lower dial, other than normal interword space.

The examples at the right illustrate the use of these dials. In the first instance, the interword spacing had to be decreased in order to fit the word "fought" into the established line length. In the second example, more than normal interword spacing was required for an extended face.

It is for us, the living, rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced.

It is for us, the living, rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced.

The Constitution of the United States

The Constitution of the United States

Justified lines of different point sizes on the same line length

In setting justified lines of different sizes on a given line length there is no need to change justification setting. When the justifying and word space dials are set on NORMAL, the correct spacing for any given size or combination of sizes is controlled automatically.

Ease in handling close-in copy, "run arounds"

In making up advertisements or pages, Photon type can be placed alongside art without limitation. "Run arounds" are easily handled by rapid adjustment of line length. The LINE LENGTH "set" button is shown here. A range of 900 pre-selected line lengths up to 54 picas is available to the Photon operator by means of this control.

The Photon matrix disc consists of a durable glass

plate 8″ in diameter and 1/8″ thick on which 16 semi-circles of type are placed in negative character form. Each semi-

circle contains a complete 90-character alphabet. These sixteen type styles combined with twelve lens sizes mean that the equiv-

alent of 192 fonts of type are available from a single disc - a total of 17,280 characters in all. Lens sizes range from 5 point to 72 point. The Photon disc rotates continuously at

a speed of 8 revolutions per second. A beam of light from a stroboscopic flash tube illuminates characters desired from the rotating disc and projects their images through appropriate lenses onto film or

photographic paper. Because it has no wearing surfaces or moving parts, a Photon disc with reasonable care should last indefinitely. Eliminated completely is the need to re-place worn or damaged matrices.

Photon provides a proofing typescript showing the characters selected and the controls used—*prior to photography*. Corrections are made on individual characters or words, or by "killing" entire lines. Photon's direct, visual presentation coupled with its unique correction ability can virtually eliminate errors in the Photon finished product.

Precise, versatile and automatic, Photon provides the ultimate ability to mix sizes and families of type regardless how often line length or location are varied in a layout—and all at electric typewriter speed.

Automatic insertion of leaders and blanks

The INSERT LEADERS key is invaluable in catalog and directory composition. The selected space is automatically filled with the correct number of leaders, dashes or any other character or symbol selected from the matrix disc.

Vanderkin—Webb 37

Vanderkin Amos	LA 8-2832	Wagner Claude RFD 1 Malone	Jhnbrg 1-F12
Vanderkin Arthur	LA 8-3204	Wagner Clem RFD 1	Mt Clvry 94-J
Vanderkin Ben	LA 8-2203	Wagner Edward J 28 Park Pl.	TW 2-2134
Vanderkin Harold	LA 8-2684	Wagner Emmett RFD 1 Malone . . .	Jhnbrg 25-F22
Vanderkin Harry	LA 8-2925	Wagner Erhard RFD 1	Mt Clvry 67-F11
Vanderkin Robert	LA 8-2683	Wagner Leo RFD 1 Malone	Jhnbrg 34-F4
VanderLaan D A.	TR 6-2891	Wagner Leo V	Mt Clvry 19
Vander Sande Alden 417 Caroline . . .	TW 2-8058	Wagner Libor J well drilling RFD 1 . .	Mt Clvry 22-J
Van Ells Elsie Mrs 210 Forest Av	TW 2-7906	Wagner Paul	Mt Clvry 89-W

The INSERT BLANK key functions in exactly the same way as the INSERT LEADERS key except that blank space is automatically placed in the line at the point where this key is depressed.

New York—Pennsylvania—Maryland—Virginia—South Carolina—Georgia

Southington Hdwe. Mfg. Co.	MI 4-9264	**Flexitallic Gasket Co.**	LE 0787
Sanson & Rowland, Inc., 186 W. Louden, Phila		Tate Engineering & Supply Co., 516 S. Eutaw, Balt	
Spence Engineering Co., Inc.	RE 2-0305	**Flexitallic Gasket Co.**	NO 2-3683
Strachan-MacKoe Corp., 90 West, NY		Empire Machiner Co., 414 Water, Norf	
Sperry Gyroscope Co.	MA 5-5600	**Foster Wheeler Corp.**	RI 6-2888
T. J. Ford, 81 Willoughby, Brooklyn		Packard Bldg., Phila	
Straus-Duparquet, Inc.	AL 4-3600	**Garlock Packing Co.**	TU 9-2686
33 E 17th, NY		2828 Lock Raven, Balt	
Taylor Instrument Companies	JU 6-3544	**Garlock Packing Co.**	6-1991
45 Rockefeller Plaza, NY			

The ZERO LEAD button is used where it is desired that the photographic material remain stationary in the magazine after a line has been photographed. An example of the application of this control is shown at the right.

Shop! Now! Save!

The above is actually two lines, superimposed. The first line automatically quadded **Shop!** and **Save!** flush left and flush right, respectively. The line centering **Now!** was superimposed by means of the Zero Lead button.

Photon provides controls required for any kind of tabular matter. Tabbing controls include TAB SET, TAB CLEAR and TAB such as appear on a standard typewriter. Additional controls are also available to produce results which meet the highest typographical requirements.

PERTINENT BALANCE SHEET STATISTICS (Million $)

Dec. 31	Gross Prop.	Capital Expend.	Cash Items	Inven-tories	Prepaid Rentls & Licenses	Receiv-ables	Current Assets	Current [3]Liabs.	Net Wrkg. Cap.	Cur Rat. Assets to Liabs.	Long Term Debt	($) Book Val Com. Sh.
1956	15.06	2.10	2.53	1.94	3.41	0.96	9.30	4.11	5.19	2.3-1	0.68	11.64
1955	13.76	1.78	2.27	1.96	2.59	1.16	8.35	3.69	4.66	2.3-1	0.90	10.72
1954	11.97	1.22	2.39	2.12	2.41	0.83	8.07	3.04	5.03	2.7-1	1.13	9.86
1953	11.17	1.84	1.67	2.02	1.81	1.39	6.89	3.00	3.89	2.3-1	1.35	9.14
1952	9.70	1.91	2.20	1.83	1.41	0.65	6.10	2.67	3.43	2.3-1	1.58	8.23
1951	8.11	1.70	3.25	1.81	1.29	0.64	6.49	2.95	3.54	2.2-1	1.80	7.50
1950	6.46	1.89	3.08	1.84	1.28	0.51	5.42	3.22	2.20	1.7-1	2.03	7.11
1949	3.71	1.24	1.56	1.46	1.17	0.54	3.56	3.34	0.26	1.1-1	Nil	6.56
1948	2.40	0.78	1.92	1.61	0.35	3.34	2.56	0.78	0.71	1.3-1	Nil	5.53
1947	2.08	0.79	1.44	1.55	0.26	0.24	3.23	1.94	1.29	1.7-1	Nil	4.66
1946	___	___	1.48	1.25	0.29	0.24	2.97	1.78	1.19	1.7-1	0.05	___

[1]Fifty three weeks. [2]Includes equity in undistributed earnings of affiliated cos. equal to $1.86 in 1949, $1.83 in 1948 and $1.60 in 1947. [3]After deducting U. S. Treasury tax notes. [4]Plus 2% in stock.

In addition to its application in business forms and tabular matter for column headings and parallel columns, the MULTIJUST button is useful in display composition and in bookwork. One important usage, illustrated here, is in setting small type in a long measure without showing a "butt" line. No leading takes place when the MULTIJUST button is used.

STATES OF THE UNION

STATE	Year Admitted	Population (In nearest thousands) Per 1950 Census	Area Square Miles (Total)	Density of Population Per Square Mile
Alabama	1819	3,062	51,609	59.9
Arizona	1912	750	113,909	6.6
Arkansas	1836	1,910	53,104	36.3
California	1850	10,586	158,693	67.5
Colorado	1876	1,325	104,247	12.8
Connecticut	1788	2,007	5,009	286.4
Delaware	1787	318	2,057	160.8
District of Columbia		802	69	13,150.5
Florida	1845	2,771	58,560	51.1

Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

Special typographical features

Kerning and special fitting of characters are accomplished far more easily with Photon than in metal. The CHANGE SET ONLY button is used frequently for this purpose. More than 80 different set-widths are available with Photon.

In the first of the adjoining examples, the set-width of the initial letter in each word is reduced in successive lines to illustrate the range of possible typographical fitting. In the second, the same line has been set six times, employing different set-widths, illustrating further the flexibility of "fit" which this control makes possible.

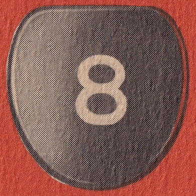
Very	You	Tree	Wave	AWAY
Very	You	Tree	Wave	AWAY
Very	You	Tree	Wave	AWAY

11 pt. body, 10 1/2 set	More than 80 set-widths are available on Photon
11 pt. body, 10 3/4 set	More than 80 set-widths are available on Photon
11 pt. body, 11 set	More than 80 set-widths are available on Photon
11 pt. body, 11 1/4 set	More than 80 set-widths are available on Photon
11 pt. body, 11 1/2 set	More than 80 set-widths are available on Photon
11 pt. body, 11 3/4 set	More than 80 set-widths are available on Photon

While the NO FLASH button is depressed, the space for characters keyboarded is allowed on the photographic material, but the characters will not be photographed. This control is particularly useful in the spacing of initials.

BUT in a larger sense we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract. The world will little note, nor long remember, what we say here; but it can never forget what they did here.

Photon flexibility is greatly enhanced by use of the PI MAT attachment which makes available characters and symbols not on the matrix disc. Any of eight different pi characters may be keyboarded at a given time. An unlimited quantity of additional pi mats — easy to make and low in cost — may be substituted as required.



∴	–	≅	⊥	△	⌒	∠	○
►	◄	§	¶	♀	♂	□	○
≈	#	®	➤	{	√	Ξ	Δ

Ease in making corrections

In making corrections before photography or tape perforation, the Photon operator has two alternatives — a line can be "killed" in its entirety, or the Photon operator can change individual characters *within* the line.

The latter capability, unique to Photon and an important factor in achieving high productivity on straight matter, is accomplished by the BACKSPACE key. When an error is caught — either instinctively or from the typescript — the operator simply touches the BACKSPACE key which removes from intermediate storage or "memory" the code information for each character to be deleted. The memory unit is then free to accept the proper code information and the error is corrected by striking the proper key with virtually no loss in typing speed.

Shown at the right is a sample typescript. Note that wherever the BACKSPACE key is used, a slash mark (red, in actuality) appears across the character deleted. (Disc and lens changes are also shown in red on the typescript.)

In the finished composition none of the corrections shown on the typescript appear. This illustrates the important fact that, in Photon, corrections can be made *at the point of origin.*

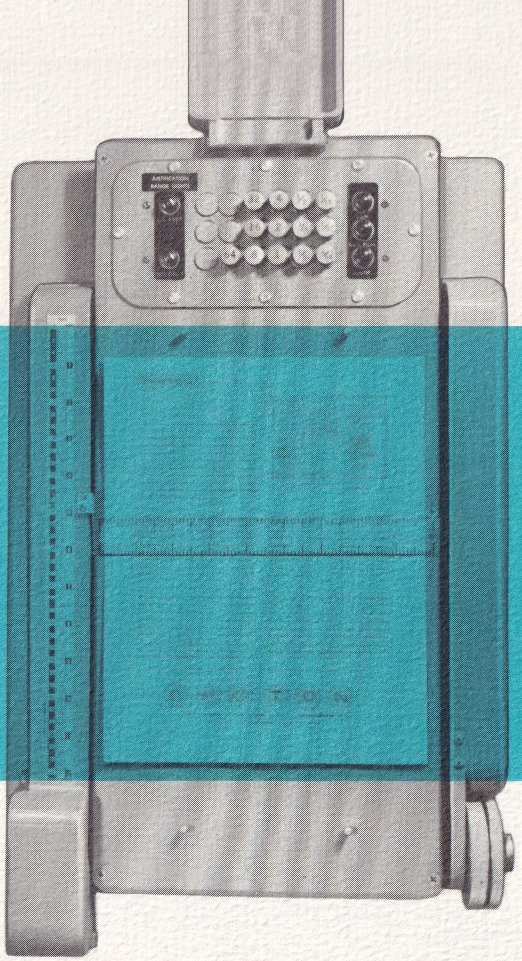
```
dl Fourscore^and^seven^years^ago^our^fathers^brought^forth
on^this^ontinent^a^new^nation,^c
on^this^continent^a^new^nation,^conceived^in^liberty,^and
dedicated^to^the^poposition
                    roposition^that^all^men^are^created^equal.
equal.
 Now^we^are^engaged^in^a^great^civil^war,^testing^whether
that^nation,^or^any^nation^so^conceii
                                        ved^and^so^dedicated,^can
can^long^endure.^We^are^met^on^a^great^battlefield^of^that
war.^We^have^come^to^dedicate^a;
                                  ^Portion^of^that^field^as^a
f
final^resting-place^for^those^who^here^gave^their^lives^that
that^nation^might^live.^It^is^altogether^fitting^and^proper
that^we^should^do^this.
```

Original typescript

Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

Finished composition



Use of the Photon makeup guide

By utilizing the Makeup Guide, the Photon operator can place type in precise horizontal or vertical location in accordance with the layout. This ability to compose in final made-up form directly from the keyboard is the "key" to Photon *area composition*.

The layout is placed in the MAKEUP GUIDE and the transparent rule adjusted so that it lines up with the first heading or copy block to be composed. Then, as material is keyboarded, the rule moves upward or downward on the layout corresponding precisely to the movement of the photographic material in the magazine itself. The operator thus knows exactly where type is being placed on the film or paper at any given moment.

The lights at the top of the MAKEUP GUIDE indicate the space remaining in the pre-set line length as keyboarding takes place. They also signal when the line is within justification range for both letter-spacing and interword spacing, or for interword spacing alone.

Both horizontal and vertical rules of any desired weight can be produced directly at the Photon keyboard. The VERTICAL RULE button at the base of the MAKEUP GUIDE is used in producing vertical rules where the photographic material moves up or down in the magazine as the exposure is made. Vertical spacing is controlled to 1/720"; horizontal spacing to 1/640".

Photon's unique ability to place both type and rules in precise horizontal or vertical location is being exploited by leading business forms manufacturers.

Machine	Part	Mark	Pattern	Drawing	Rev.
	Material		Prev. Operation No. on	Next Operation No. on	

Operation No.

MACHINE HANDLING	Oc.	Min.	Total Min.	SET UP & TEARDOWN	Oc.	Min.	Total Min.	ADJUSTMENTS	Per Piece	Set Up T. D.
Place and Remove Tools		.9		Centers				Over Head Crane		
Check Work All Gauges		.3		Chuck				----Job Lifts x 2.5		
Place and Remove Chuck Pads		.4		Chuck and Tailstock				----Sty Rests x 1.8		
Stencil Work		1.3		Chuck and Steady Rests						
Caliper and Mike		.4		Ins. and Remove Stops						
Install and Remove B.B. Holder		1.3								
Install and Remove Boring Bar		1.2								
						TOTAL		TOTAL		
								Inc. + Inh. (1.57)		

TOTAL	Set Up Teardown	Unit Price	
Actual Time			
Inc. + Inh. (1.57)			

TOTAL (Machine Handling)

MACHINE SHOP RATING CARD—17" TO 30" ENGINE LATHES

D 933 (10-54)

one machine

one operator

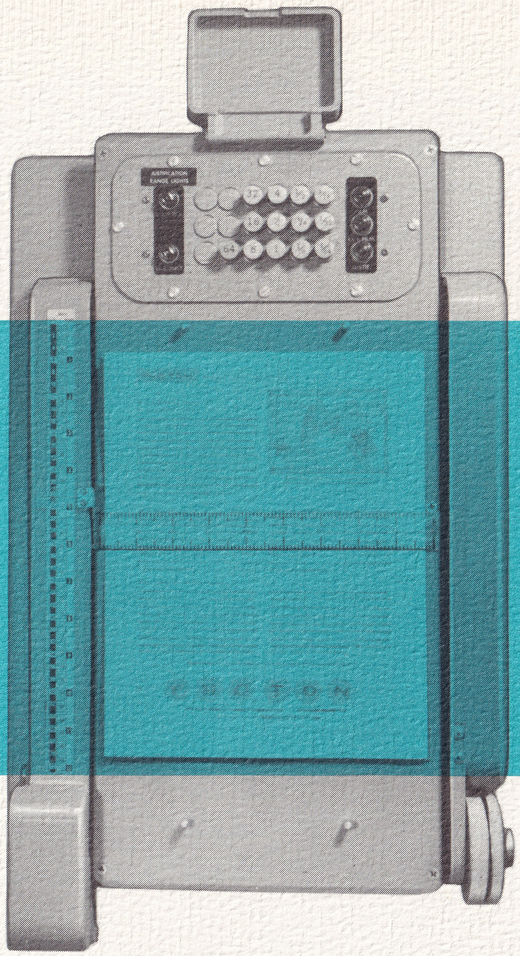
one operation

key to savings through Photon

The unique Photon approach to composition is based on intensive research conducted over the past decade directed toward development of an "ideal" composing machine. The objective was to produce a machine which would enable the operator to perform as large a part of the composing job as possible directly at the keyboard. This has been achieved by vastly increasing the range of type styles and sizes available, simplifying and speeding up keyboarding functions, and facilitating direct makeup from the keyboard.

The soundness of the Photon approach has been proven out in actual production usage. Photon machines have been installed successfully by newspapers, business forms manufacturers, trade composition houses, commercial and specialty printers. Its superiority over conventional methods of typesetting has been thoroughly documented, both by independent authorities as well as by Photon users.

The key to savings through Photon thus lies in its single-step operation with the productive capacity of the individual operator increased to the point where his own "product" is finished composition ready for plate-making. Other photocomposition systems which involve multi-stage processing and which require additional equipment, personnel and materials, do not offer this fundamental economic advantage.



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		Material		Prev. Operation No. on	Next Operation No. on	

Operation No.

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Stencil Work		1.3		Chuck and Steady Rests						
Caliper and Mike		.4		Ins. and Remove Stops						
Install and Remove B.B. Holder		1.3								
Install and Remove Boring Bar		1.2								
				TOTAL				TOTAL		
								Inc. + Inh. (1.57)		

	TOTAL	Set Up Teardown	Unit Price	
	Actual Time			
TOTAL	Inc. + Inh. (1.57)			

MACHINE SHOP RATING CARD—17″ TO 30″ ENGINE LATHES
D 933 (10-54)

The Photon approach to composition

one machine

one operation

one operator

Partial List of Photon Newspaper Users

Allentown Call-Chronicle
Ashtabula Star-Beacon
Boston Herald-Traveler
Calgary Albertan
Johnstown Tribune-Democrat
Louisville Courier-Journal
New York Times
Northern Virginian Sun
Omaha World-Herald
Philadelphia Bulletin
Quincy Patriot Ledger
Spokane Spokesman Review
Tucson Daily Citizen
Yonkers Herald Statesman

Newspaper ad composition

SEARS ROEBUCK AND CO.

for Easter and after...

DRESS RIGHT when you look your best — you do your best!

Dacron* and worsted

tropical suits

Guaranteed Fit! 34.95

You step out in style in one of these handsome suits of 55% Dacron, 45% fine wool worsted. Cool and lightweight for real hot weather comfort. Wrinkle resistant and shape retentive for neat good looks. See them now in a big selection of stripes, checks, sharkskins and solids in striking new medium shades. Trim 3-button coats have flap pockets and center vent. All popular sizes.

*DuPont polyester fiber

Fashion Tailored

accessories add

shirt saves laundering time
Just wash, drip dry and wear this cotton broadcloth style 2.98

washable tie is always neat
DuPont's stay-smart Dacron in new dress-up patterns 1.00

dressy slip-on comfort shoe
Modern looking smooth black or brown leather 8.98
boys' sizes 2 to 7 . . . . 8.98

Just Say, "Charge It" on Sears Revolving Charge
Up to 6 Months to pay . . . Small Service Charge

ALL ROADS LEAD TO SEARS
Open Tues., Wed., Thurs., Sat. 9:30–5:
SHOP MON. & FRIDAY 9:30 A.M.–9 P.
81 N. 6th Ave. Phone MA 3-4751 Tuc

LOBLAWS FRESHLY ROASTED
Pride of Arabia Coffee 1-LB. BAG 79¢ 3-LB. BAG 2.31
LOBLAWS
Trumpet Coffee 1-LB. BAG 73¢
LOBLAWS
Hostess Ice Cream FRESH PEACH FLAVOUR PINT BRICK 29¢
HOSTESS OVEN FRESH — EXCEPTIONAL VALUE
Variety Assortment Biscuits 1-LB. BAG 39¢
LOBLAWS — OVEN FRESH
Hostess Mint Creams 24-BISC. PKG. 33¢
LOBLAWS
Light Malt Fruit Cake 24-BISC. PKG. 39¢
LOBLAWS FRESH BREAD — White, Whole Wheat, Cracked Wheat
Cottage Brand SLICED OR UNSLICED 24-OZ. LOAF 18¢

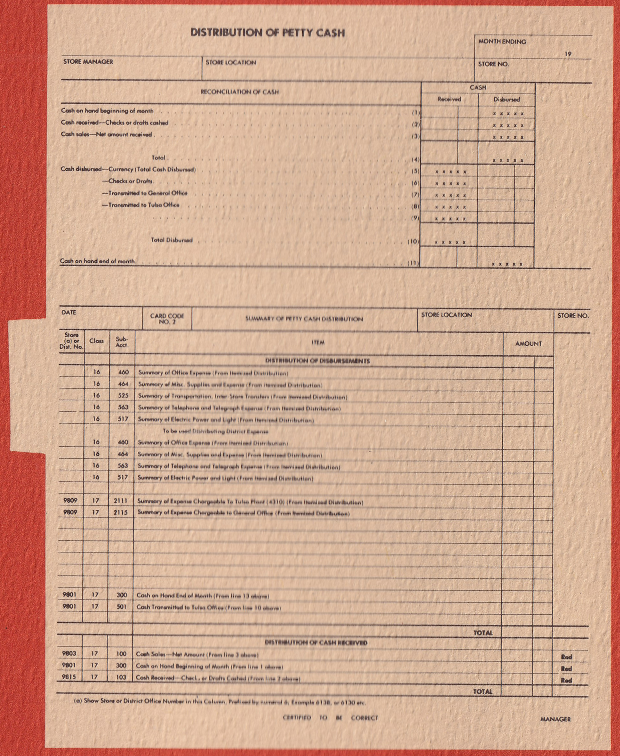
● FROZEN FOODS ●

SPECIAL!
Southland Fancy Broccoli 2 10-OZ. PKGS. 43¢
SNOW FLAKE
French Fried Potato Fluffs 9-OZ. PKG. 25¢
SEABROOK FARMS
Fancy Brussels Sprouts 10-OZ. PKG. 31¢
Morton Apple Pie 10½-OZ. PKG. 31¢
Birds Eye Turkey Dinner 11-OZ. PKG. 69¢

Kraft Velveeta Cheese ½-LB. PKG. 32¢
Libbys Fancy Tomato Juice 48 FL. OZ. TIN 33¢
STOKELYS
Noney Pod Fancy Peas 2 15 FL. OZ. TINS 37¢
Royal Instant Puddings ASSORTED FLAVOURS 2 PKGS. 25¢
Spam Luncheon Meat 12-OZ. TIN 49¢
Puritan Bologna 12-OZ. TIN 37¢
Grimsby Sweet Mixed Pickle 16 FL. OZ. JAR 32¢

Face-Elle Face Tissues 2 PKGS. 39¢
Javex 16 FL. OZ. BTL. 15¢ 33 FL. OZ. BTL. 25¢
S.O.S. Soap Pads 2 4 PAD PKGS. 29¢

Business forms



DISTRIBUTION OF PETTY CASH

MONTH ENDING 19

STORE MANAGER | STORE LOCATION | STORE NO.

RECONCILIATION OF CASH		CASH Received	CASH Disbursed
Cash on hand beginning of month	(1)		x x x x x
Cash received—Checks or drafts cashed	(2)		x x x x x
Cash sales—Net amount received	(3)		x x x x x
Total	(4)		x x x x x
Cash disbursed—Currency (Total Cash Disbursed)	(5)	x x x x x	
—Checks or Drafts	(6)	x x x x x	
—Transmitted to General Office	(7)	x x x x x	
—Transmitted to Tulsa Office	(8)	x x x x x	
	(9)	x x x x x	
Total Disbursed	(10)	x x x x x	
Cash on hand end of month	(11)		x x x x x

DATE | CARD CODE NO. 2 | SUMMARY OF PETTY CASH DISTRIBUTION | STORE LOCATION | STORE NO.

Store (a) or Dist. No.	Class	Sub-Acct.	ITEM	AMOUNT	
			DISTRIBUTION OF DISBURSEMENTS		
	16	460	Summary of Office Expense (From Itemized Distribution)		
	16	464	Summary of Misc. Supplies and Expense (From itemized Distribution)		
	16	525	Summary of Transportation, Inter-Store Transfers (From Itemized Distribution)		
	16	563	Summary of Telephone and Telegraph Expense (From Itemized Distribution)		
	16	517	Summary of Electric Power and Light (From Itemized Distribution)		
			To be used Distributing District Expense		
	16	460	Summary of Office Expense (From Itemized Distribution)		
	16	464	Summary of Misc. Supplies and Expense (From Itemized Distribution)		
	16	563	Summary of Telephone and Telegraph Expense (From Itemized Distribution)		
	16	517	Summary of Electric Power and Light (From Itemized Distribution)		
9809	17	2111	Summary of Expense Chargeable To Tulsa Plant (4310) (From Itemized Distribution)		
9809	17	2115	Summary of Expense Chargeable to General Office (From Itemized Distribution)		
9801	17	300	Cash on Hand End of Month (From line 13 above)		
9801	17	501	Cash Transmitted to Tulsa Office (From line 10 above)		
			TOTAL		
			DISTRIBUTION OF CASH RECEIVED		
9803	17	100	Cash Sales—Net Amount (From line 3 above)		Red
9801	17	300	Cash on Hand Beginning of Month (From line 1 above)		Red
9815	17	103	Cash Received—Checks or Drafts Cashed (From line 2 above)		Red
			TOTAL		

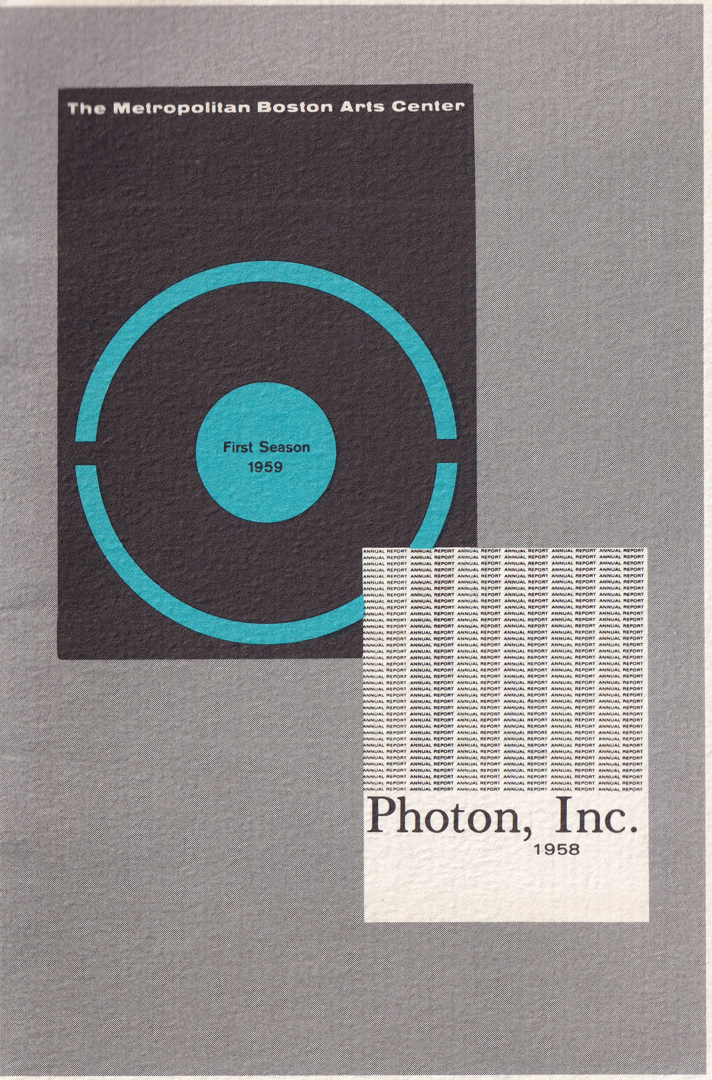
(a) Show Store or District Office Number in this Column, Prefixed by numeral 6, Example 6138, or 6130 etc.

CERTIFIED TO BE CORRECT MANAGER

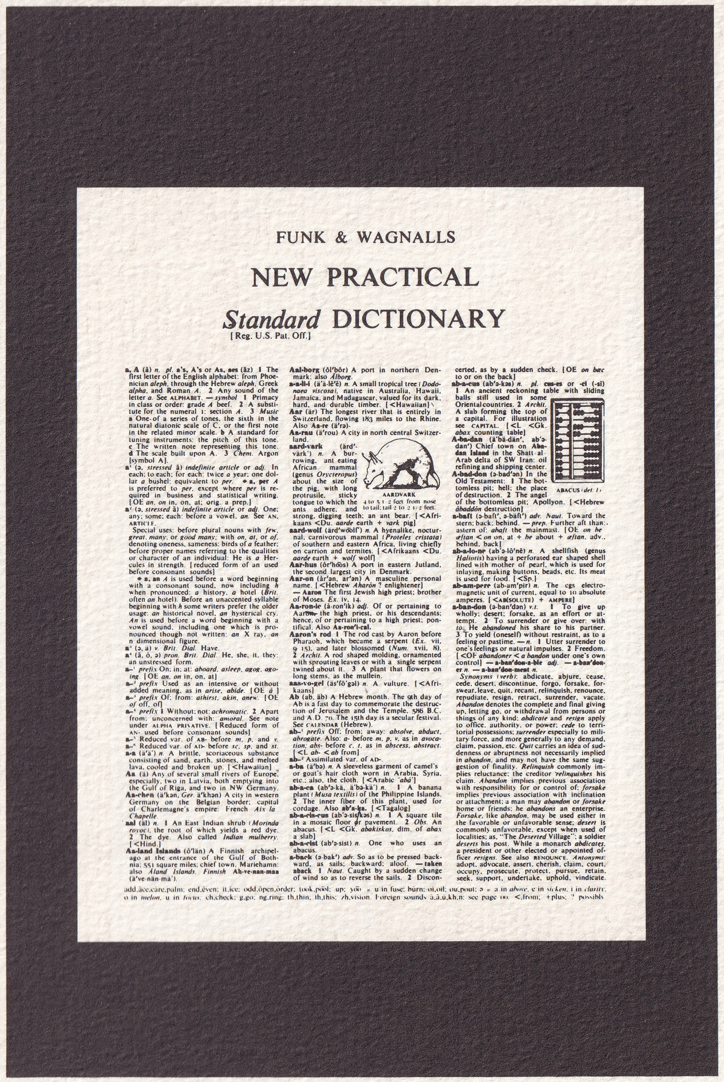
Business Forms Users

Baltimore Business Forms Company, Baltimore, Maryland
Clarkson Press, Incorporated, Buffalo, New York
Photoplate, Incorporated, Keene, New Hampshire
Standard Register Company, York, Pennsylvania
Uarco, Incorporated, Watseka, Illinois

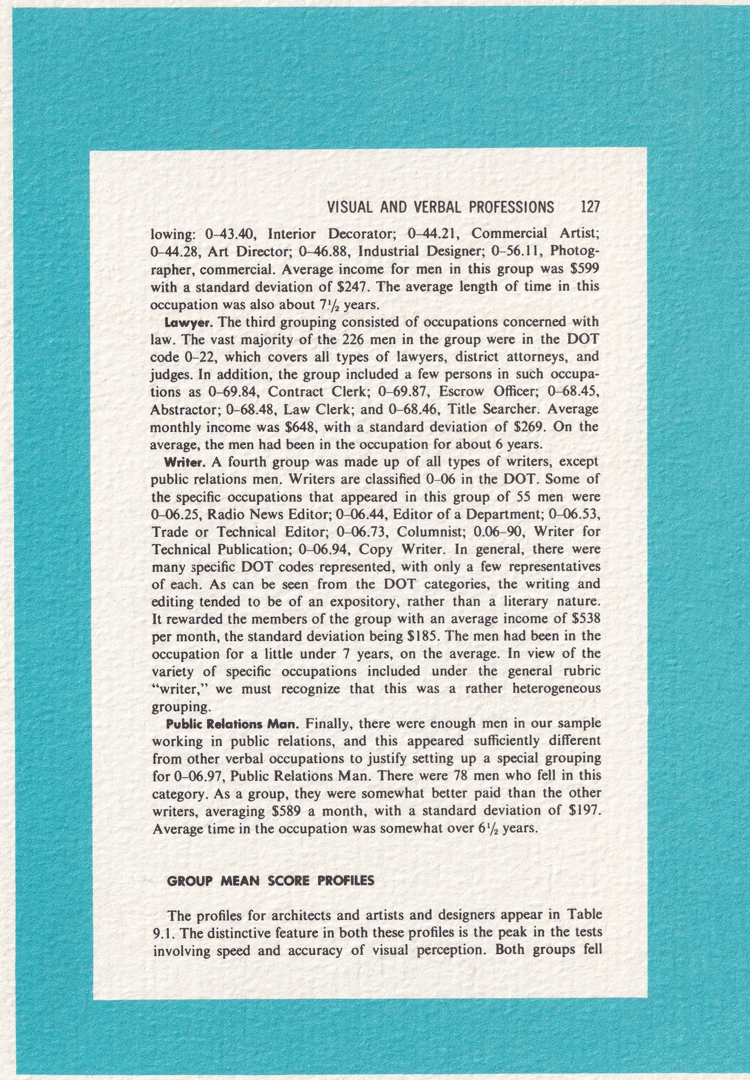
Pamphlets and brochures



Dictionaries



Book production



VISUAL AND VERBAL PROFESSIONS 127

lowing: 0–43.40, Interior Decorator; 0–44.21, Commercial Artist; 0–44.28, Art Director; 0–46.88, Industrial Designer; 0–56.11, Photographer, commercial. Average income for men in this group was $599 with a standard deviation of $247. The average length of time in this occupation was also about 7½ years.

Lawyer. The third grouping consisted of occupations concerned with law. The vast majority of the 226 men in the group were in the DOT code 0–22, which covers all types of lawyers, district attorneys, and judges. In addition, the group included a few persons in such occupations as 0–69.84, Contract Clerk; 0–69.87, Escrow Officer; 0–68.45, Abstractor; 0–68.48, Law Clerk; and 0–68.46, Title Searcher. Average monthly income was $648, with a standard deviation of $269. On the average, the men had been in the occupation for about 6 years.

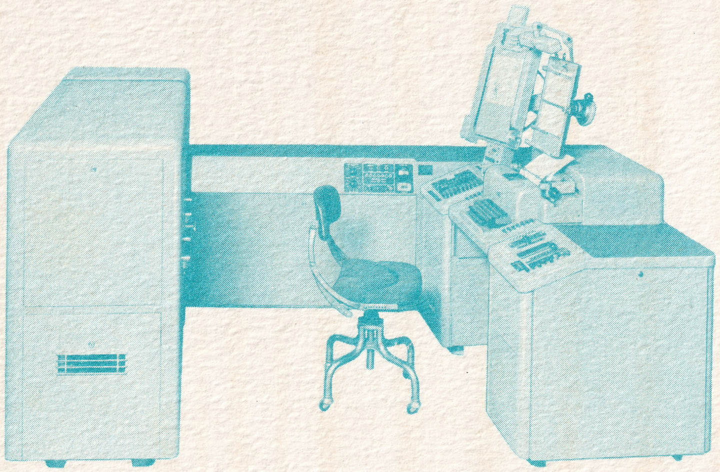
Writer. A fourth group was made up of all types of writers, except public relations men. Writers are classified 0–06 in the DOT. Some of the specific occupations that appeared in this group of 55 men were 0–06.25, Radio News Editor; 0–06.44, Editor of a Department; 0–06.53, Trade or Technical Editor; 0–06.73, Columnist; 0.06–90, Writer for Technical Publication; 0–06.94, Copy Writer. In general, there were many specific DOT codes represented, with only a few representatives of each. As can be seen from the DOT categories, the writing and editing tended to be of an expository, rather than a literary nature. It rewarded the members of the group with an average income of $538 per month, the standard deviation being $185. The men had been in the occupation for a little under 7 years, on the average. In view of the variety of specific occupations included under the general rubric "writer," we must recognize that this was a rather heterogeneous grouping.

Public Relations Man. Finally, there were enough men in our sample working in public relations, and this appeared sufficiently different from other verbal occupations to justify setting up a special grouping for 0–06.97, Public Relations Man. There were 78 men who fell in this category. As a group, they were somewhat better paid than the other writers, averaging $589 a month, with a standard deviation of $197. Average time in the occupation was somewhat over 6½ years.

GROUP MEAN SCORE PROFILES

The profiles for architects and artists and designers appear in Table 9.1. The distinctive feature in both these profiles is the peak in the tests involving speed and accuracy of visual perception. Both groups fell

Composition by Machine Composition Co., Boston, Mass.



PHOTON COMPOSITION

Inherent in photocomposition is the unsurpassed quality of the type image which this process makes possible. The end product of Photon is a film or paper positive suitable for reproduction by offset lithography, letterpress, or gravure.

PHOTON, INC. 58 Charles Street, Cambridge, Mass.

Composed on Photon

Printed in USA

PHOTON FEATURES

Unlimited mixing of styles and sizes in same line

"Memory" keyboard permits corrections *within* a line

Makeup Guide permits AREA COMPOSITION

Automatic "mixed" justification

Automatic quadding — centering, unaffected by point size

Automatic insertion of leaders, dashes, blanks

Automatic ruling — horizontal and vertical

Type size range — 5 pt. to 72 pt.

54-pica line length

Availability of "pi" characters

Forward and reverse movement of photographic material

Multiple justification